

AVOCADO INDUSTRY PROMOTION PROGRAM OVERVIEW



2008-2009
&
2009-2010



Antony Allen Avocados Australia



Australian Avocados



Content

- Review of 08/09 activities
- Update on completed 08/09 activities
- Questions



Industry Goal and Objective

- Goal- To build strong demand for an increasing level of production at profitable prices
- Objective- *By 2010, to successfully demonstrate the effectiveness of avocado industry systems for maintaining a profitable balance between supply and demand so that annual average orchard gate returns increase by at least the equivalent consumer price index (CPI)*



Strategic Agenda

To convince occasional users to increase purchase frequency

To maintain a balance between demand and supply

A general population push, through communication of vitamins and minerals

Expansion into niche markets

Decrease whim purchase and increase planned purchases



Target Audience

Primary target market:

Female Grocery Buyers between 20 -39 with an income of \$35K or more

Focus was on the eastern seaboard



Activities

- 1.Consumer Research
- 2.Media and Sampling
- 3.Development of new Creative Artwork
- 4.Website Optimization
- 5.Spokesperson- Zoe Bingley-Pulin
- 6.Public Relations
7. Co-op promotions- domestic and export, and
- 8.Export Promotions- contribution towards Australia fresh program co-ordinated by the HAL export team



Consumer Research

Two Objectives:-

- Reviewing avocado usage and consumer attitudes first surveyed in 2005
- Measuring impact achieved so far
- Providing direction for future market development strategies



Consumer Research

	Total sample	Core target audience [#]
Spontaneous awareness	9%	7%
Prompted awareness	26%	26%
Prompted recall	18%	22%
Primary prompted message take out	98%	90%
Secondary prompted message take out	49%	51%

[#] Urban / suburban females aged 25-39



Consumer Research

To convince occasional users to increase purchase frequency

To maintain a balance between demand and supply

A general population push, through communication of vitamins and minerals

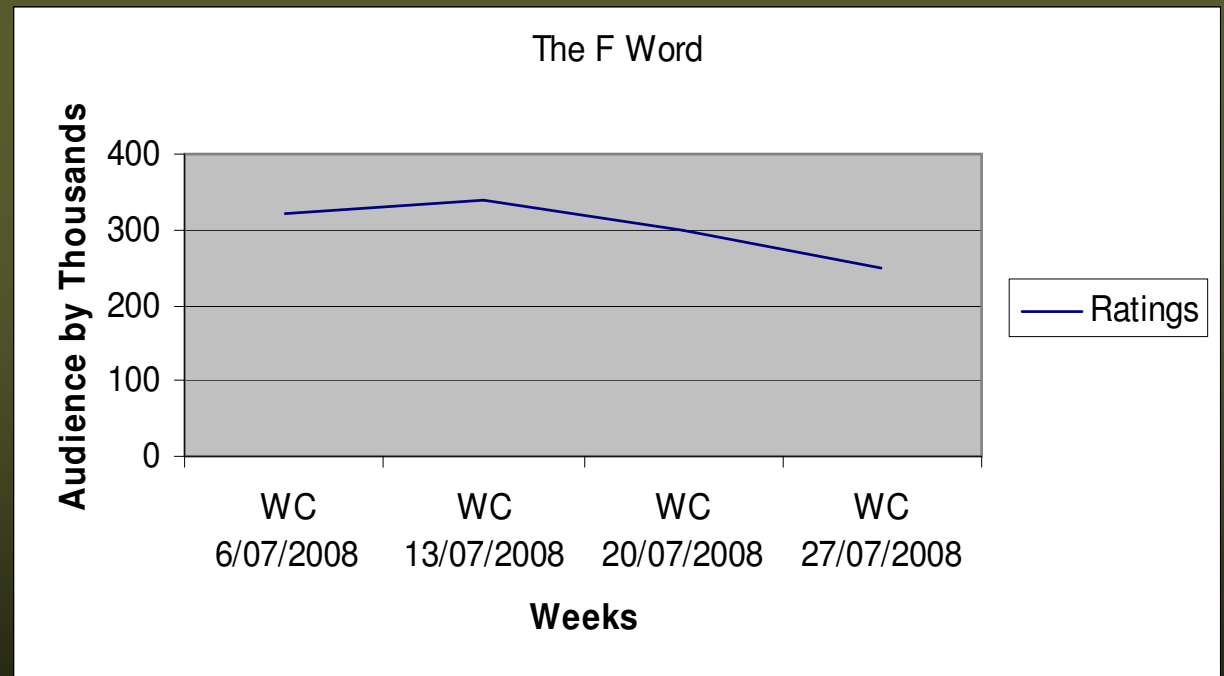


Media Advertising

The three channels used were: TV, Magazine and Online

TV

There was a combination of Free to Air (FTA) and Pay TV (STV) used to optimize reach amongst target audience



audience delivery of 307,750 against women 18-54 w as achieved

Media Advertising



6,522 entries and
\$42,965 added value

Lifestyle Food channel competition

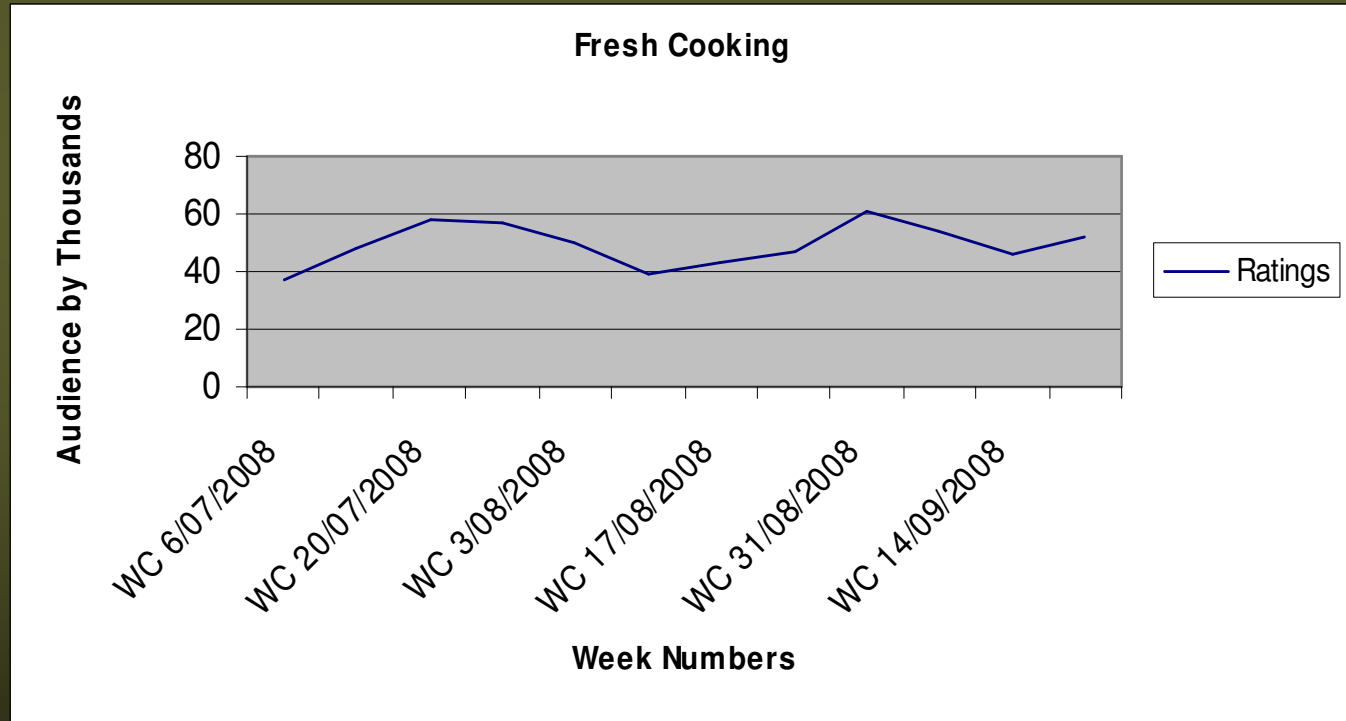
30 sec competition spot , 1 X Lifestyle E
newsletter , TV campaign across lifestyle food
channel = deeper connection with avocados



Media Advertising



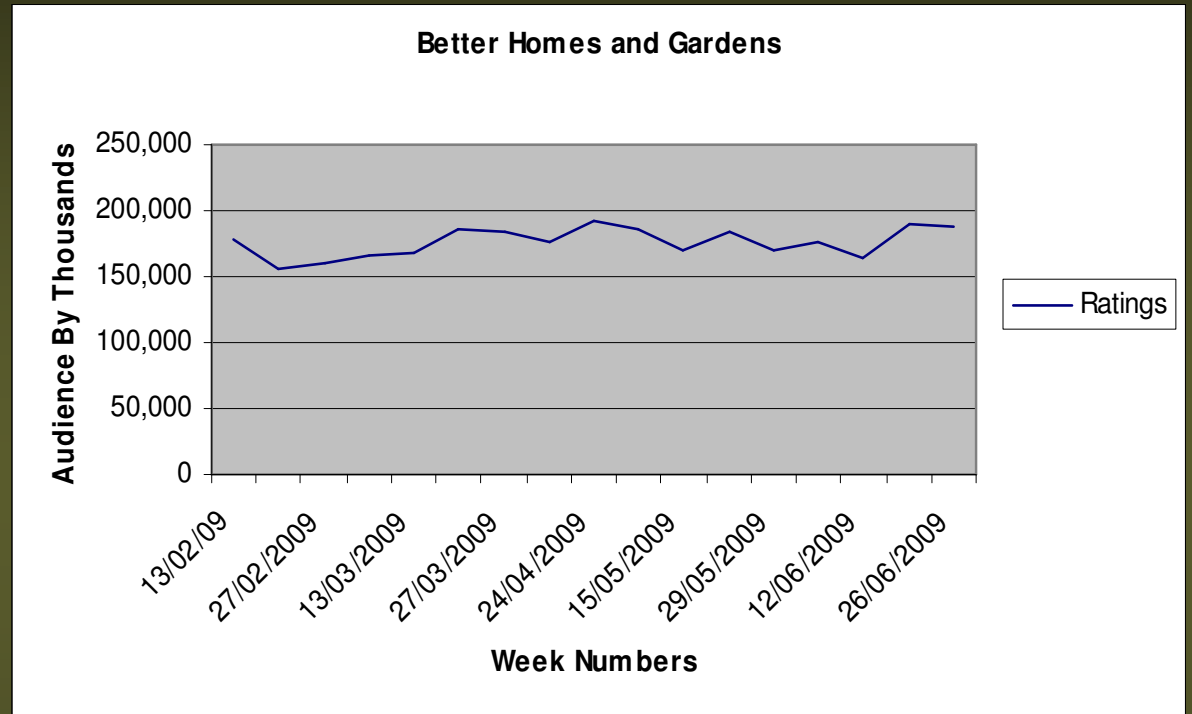
Audience
delivery of
49,000



Media Advertising



Audience delivery of 176,499 was reached



Reach GB's 18-39 5 Cap Cities

Syd – 115,227

Adelaide -28,405

Mel – 99,004

Perth -42,710

Bris – 74,740

Total -360,086



Media Advertising

Subscription TV:



6,522 entries and
\$42,965 added value

Lifestyle Food channel competition

30 sec competition spot , 1 X Lifestyle E
newsletter , TV campaign across lifestyle food
channel = deeper connection with avocados



Media Advertising

Subscription TV

Program association
30sec spot schedule
billboards In-program



FOX8

Arena

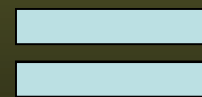


W.

a good level of spot support
across key channels for 6 week

Media Advertising

4 weeks Shared Sponsorship + 2 x 10sec
Billboards per episode + 1 x 30sec TVC per
episode + Lifestyle FOOD Channel Support
Schedule



Reach Total GB's National –
938,000

Media Advertising

Channel Selection on Pay TV



Example Grocery Buyer Targeted Program Selection on Pay TV



Media Advertising



Reach & Frequency

Original schedule delivered 56% @ 2.48 . Addition of Better Homes & Gardens increased reach to 60% @ 2.69

Added value delivered additional 81% on invested value.

Online

Objective:

- Educate consumers about the benefits and ways to use avocados
- Generate traffic to the Avocados website
- Retain existing interest and gain new customers

Results:

- Online campaign delivered 11,422,501 million impressions
- Click Through Rate (CTR) of 0.96% (over 6.4 times the industry average of 0.15%)
- Expandable ads delivered 1.5 million at an expansion rate of 13% which is above the industry average of 9%
- 34,498 clicks with a CPC (cost per click) of \$4.33



Sampling in Niche Market

- Sampling was undertaken in mothers and babies groups
- In the period July to December 2008 PPC (Product Presentation Circuit) conducted 600 presentations to Mum's groups and 600 presentations to Family groups
- The presentations carried out in the first reached an audience of 15,132 directly
- Demonstrating the Recipe of Avocado the recipe of Avocado mash
- The sampling gave some great insight into the minds of mothers



Creative

ADD AN AVO FOR EASY MEAL IDEAS

Avocado Australia
www.avocado.org.au

DISH NIFTY WITH AVOCADO

AVOCADO & MUSHROOM FETTUCCINE

www.avocado.org.au

PORK PIE IN RUSTY SAILS WITH AVOCADO SALAD

LAMB MINI-PIE WITH AVOCADO QUAIL

www.avocado.org.au

ADD AN AVO

ROAST PUMPKIN, ONION BEANS & AVOCADO SALAD WITH BAKED POTATOES AND TOASTED ALMONDS

www.avocado.org.au

RUSTIC RITZ BREAD PUDDING WITH MINT AND AVOCADO

VEAL WITH AVOCADO, FENNEL AND CHEESE

www.avocado.org.au

MELTING FRESH FRUIT

EASY FILLING

AVOCADO SPRAGUE

www.avocado.org.au



Creative



ADD AN AVO FOR EASY KIDS MEALS



SAUSAGES SNAKES ON AVOCADO-POTATO MASH

Serves 2

Ingredients

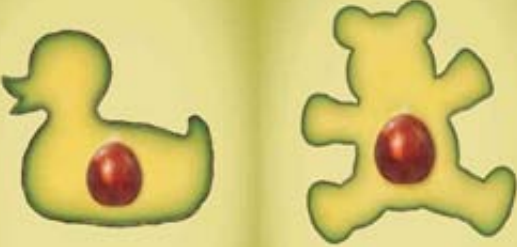
- 200g potatoes (or 200g sweet potato), peeled and halved
- 1/2 red onion and 1/2 red capsicum
- 1/2 medium zucchini or 1/2 piece of carrot
- 1/2 avocado, sliced
- 1 sausage, sliced
- 20g butter, melted
- Salt & freshly cracked pepper

Method

- Place potatoes with a sausage. Cook with water. Drain in the hot water and mash together. Add for 10 minutes or until very tender.
- Meanwhile, cut sausage in 1/2 a circle and place in water to cook them.
- Heat oil in a non-stick frying pan and fry sausage in medium heat until both sides are thoroughly cooked.
- Cut carrot or zucchini and green with the 'head' of potato.
- Cook potatoes and onion in oil. Add avocado and lemon juice, then mash until almost smooth. Add butter and salt to taste until smooth.
- Place sausage in avocado-potato mash.

For more easy recipe ideas, visit avocado.org.au





**ADD AN AVO
FOR EASY KIDS MEALS**

Australian Avocados
For more great recipe ideas visit www.avocados.org.au



ADD AN AVO.
www.avocados.org.au

Avocados are a unique and delicious fruit that can make an amazing addition to your child's meals, snacks, soups and desserts. For those in the grocery store you may find it's easier to use pre-cuttable varieties of avocados. These natural "cutters" also come packed with vitamins, antioxidants and omega-3 fatty acids, making them powerful and healthy snacks. Discover great new avocados recipes ready to try by logging on to the following link: www.avocados.org.au for more healthy recipes and information on the benefits of avocados.

Avocados are perfect for pregnant women. They're an excellent source of folate as they contain up to 30% of the recommended daily intake for pregnant women. By increasing the levels of folate before conception and during the first three months of pregnancy, the risk of abnormalities such as spina bifida is greatly reduced.

Avocados also have more than 10 essential vitamins and minerals. They contain vitamins A, B, C, D, E, K, calcium and potassium, iron, sodium and phosphorus.

www.avocados.org.au




AVOCADO TORTITAS

INGREDIENTS:
• 1/2 cup (125 ml) cream cheese
• 1/2 cup (125 ml) shredded cheddar cheese
• 1/2 cup (125 ml) shredded Monterey Jack cheese
• 1/2 cup (125 ml) shredded Colby cheese
• 1/2 cup (125 ml) shredded Gruyere cheese
• 1/2 cup (125 ml) shredded Swiss cheese
• 1/2 cup (125 ml) shredded Emmentaler cheese
• 1/2 cup (125 ml) shredded Comte cheese
• 1/2 cup (125 ml) shredded Brie cheese
• 1/2 cup (125 ml) shredded Gouda cheese
• 1/2 cup (125 ml) shredded Casu Marzu cheese
• 1/2 cup (125 ml) shredded Pecorino cheese
• 1/2 cup (125 ml) shredded Romano cheese
• 1/2 cup (125 ml) shredded Fontina cheese
• 1/2 cup (125 ml) shredded Taleggio cheese
• 1/2 cup (125 ml) shredded Gorgonzola cheese
• 1/2 cup (125 ml) shredded Manchego cheese
• 1/2 cup (125 ml) shredded Queso Pasaño cheese
• 1/2 cup (125 ml) shredded Queso de Cabra cheese
• 1/2 cup (125 ml) shredded Queso de Panela cheese
• 1/2 cup (125 ml) shredded Queso de Ancho cheese
• 1/2 cup (125 ml) shredded Queso de Asadero cheese
• 1/2 cup (125 ml) shredded Queso de Panela cheese
• 1/2 cup (125 ml) shredded Queso de Ancho cheese
• 1/2 cup (125 ml) shredded Queso de Asadero cheese

PREPARATION:
Preheat oven to 350°F (175°C). In a large bowl, combine all cheeses and cream cheese. Mix well. Spread mixture onto tortitas. Bake for 10-15 minutes. Enjoy!

QUICK TIPS!
• Grated or sliced
• Fresh or frozen
• Use in a variety of recipes
• Use in a variety of recipes

www.avocados.org.au



AVOCADO CHICKEN OR AVOCADO POTATO SALAD

INGREDIENTS:
• 1/2 cup (125 ml) cream cheese
• 1/2 cup (125 ml) shredded cheddar cheese
• 1/2 cup (125 ml) shredded Monterey Jack cheese
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• 1/2 cup (125 ml) shredded Queso de Cabra cheese
• 1/2 cup (125 ml) shredded Queso de Panela cheese
• 1/2 cup (125 ml) shredded Queso de Ancho cheese
• 1/2 cup (125 ml) shredded Queso de Asadero cheese

PREPARATION:
Preheat oven to 350°F (175°C). In a large bowl, combine all cheeses and cream cheese. Mix well. Spread mixture onto chicken or potato salad. Bake for 10-15 minutes. Enjoy!

www.avocados.org.au



AVOCADO MASHED POTATOES WITH TOMATO AND BACON

INGREDIENTS:
• 1/2 cup (125 ml) cream cheese
• 1/2 cup (125 ml) shredded cheddar cheese
• 1/2 cup (125 ml) shredded Monterey Jack cheese
• 1/2 cup (125 ml) shredded Colby cheese
• 1/2 cup (125 ml) shredded Gruyere cheese
• 1/2 cup (125 ml) shredded Swiss cheese
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• 1/2 cup (125 ml) shredded Queso de Panela cheese
• 1/2 cup (125 ml) shredded Queso de Ancho cheese
• 1/2 cup (125 ml) shredded Queso de Asadero cheese

PREPARATION:
Preheat oven to 350°F (175°C). In a large bowl, combine all cheeses and cream cheese. Mix well. Spread mixture onto mashed potatoes. Bake for 10-15 minutes. Enjoy!

www.avocados.org.au



ADD AN AVO FOR VITAMINS

INGREDIENTS:
• 1/2 cup (125 ml) cream cheese
• 1/2 cup (125 ml) shredded cheddar cheese
• 1/2 cup (125 ml) shredded Monterey Jack cheese
• 1/2 cup (125 ml) shredded Colby cheese
• 1/2 cup (125 ml) shredded Gruyere cheese
• 1/2 cup (125 ml) shredded Swiss cheese
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• 1/2 cup (125 ml) shredded Queso de Panela cheese
• 1/2 cup (125 ml) shredded Queso de Ancho cheese
• 1/2 cup (125 ml) shredded Queso de Asadero cheese

PREPARATION:
Preheat oven to 350°F (175°C). In a large bowl, combine all cheeses and cream cheese. Mix well. Spread mixture onto avocado. Bake for 10-15 minutes. Enjoy!

www.avocados.org.au





Simple to you by Bob
Spring has sprung

With spring comes the perfect time to get healthy, and this is the best time to start. We've got you covered with simple, healthy recipes that will help you stay on track. So get ready to get healthy!

Reduce simple carbohydrates and increase complex carbohydrates

By decreasing the amount of simple carbohydrates (like sugar, bread, pasta, rice, cereal) and increasing the amount of complex carbohydrates (like whole grains, beans, lentils, chickpeas, etc.), you will help keep the energy high in the morning and afternoon and when you eat simple carbs by the time the morning rush is a couple of hours of white bread, etc. has been done, your energy levels will drop. The goal is to help convert the carbohydrates into glucose but increase there is an increase of carbohydrates that body gets from whole grains, which are broken down or absorbed more slowly and they do so very quickly. This will cause of helping to your energy level and it will also increase your craving for more simple carbohydrates. The best ones that can be avoided and it is to simple as eating complex carbohydrates or low of food such as, avocados, wild rice, lentils, chickpeas, quinoa, sweet potatoes, and legumes. Complex carbohydrates break down very slowly so they do not trigger the insulin rise and fall of your blood sugar levels. The other benefits is they contain lower calories, they fill you up a longer so you eat less and they are packed with vitamins and minerals.



Sustain hydration 8-11 per day



Dehydration is one the major causes of energy slumps throughout the day and to think it is as simple as drinking 8-11 of liquid each day. You can drink more, herbal teas, watered down juices. Try keeping a bottle of water with you at all times in the car, by your desk, this way it will be a visual reminder. To begin with you may find that you will run to the toilet every two hours but don't worry a couple of days your body will adjust and notice the water effectively.

Always sleep 7-9 hours per night



Getting the correct amount of sleep really is a full proof way of increasing your energy level. Now you might be saying 'I can't get more than 5 hours of sleep per night will have about having a little cut out. When Elizabeth did and now it is believed to be a fantastic way to increase your energy levels quickly. Just 20 minutes in all per week. This can be a source of loneliness getting worse eye pain and putting your head up. In one night a 20 minute nap can feel like you have just slept for hours.

It should help increase energy production and an essential for many reasons but increasing energy levels one of them is to follow. When you look at the foods that contain a high amount of D vitamins complex carbohydrates always made one. So try increasing your D vitamins complex carbohydrates to avoid it.

RECOMMENDED RECIPES BY BOB

- [Click here to download the recipe](#)
- [Click here to download the recipe](#)
- [Click here to download the recipe](#)



Website

- For the year spanning July 01 2008 – June 30 2009, the website experienced 83,034 visits. 81.48% of those visits were from new users
- Source of traffic again indicated the success of the advertising campaign with around 32.94% of traffic being direct to site and 24.26% from referring sites such as cuisine.com, essential baby, kidspot, lifestyle-yahoo.com
- Average length of time spent on the site has improved from 1.26 minutes to 2 minutes and 22 seconds
- Regular Content Update for Search Engine Optimization



Spokesperson

STRATEGIC AGENDA- A general population push, through communication of vitamins and minerals

Zoe Bingley has been contracted on behalf of the industry as the avocado spokesperson

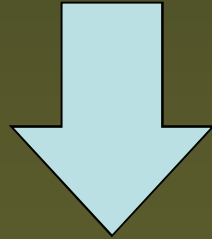
She is a nutritionist and internationally trained chef

Zoe's latest ventures are writing for Cleo and the new Fitness First magazine, talking about the benefits of living a healthy lifestyle. Zoe is also regularly quoted in Madison, Marie Claire and Harper's BAZAAR magazine, to name a few

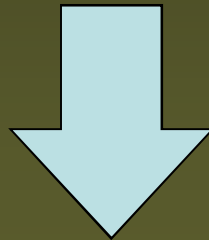


Spokesperson

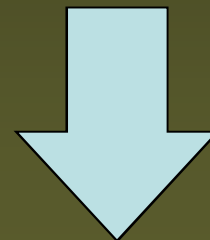
Strategic Agenda- Expansion into niche markets



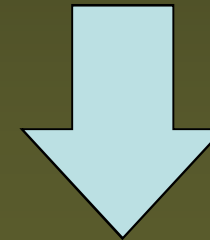
Avocado Pilot
School Project



Health
Professionals



Food Service
Sector

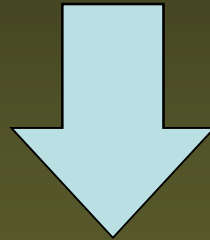


Entertainment-
Snacking Sector
through PR



PR/Spokesperson

Strategic Agenda- Expansion into niche markets



Entertainment-
Snacking Sector
through PR



With around one in four Australian children overweight or obese, Australian avocado growers joined forces with Rugby League's One Community program to help footy heroes teach families about healthy eating.



PR/Spokesperson

- Recipe Competition

The screenshot shows a web browser window with the address bar displaying <http://www.rloc.com.au/page/DragonsArticle/0,,12640~1642501,00.html>. The page content includes a banner for 'Rugby League's one' with the slogan 'eat well play well stay well ...a Rugby League Health Initiative'. Below the banner, there is a navigation menu on the left with options like Home, News, Schools, Charities, and NRL Clubs. The main content area features a recipe titled 'Australian Avocados Industry Healthy Recipe Competition' for 'BEH CREAUGH - DRAGONS FIRE BREATHING DIP'. The recipe details are as follows:

Serves: 6
Prep Time: 20 minutes
Cook Time: n/a

Ingredients:
[Avocados and Oil Salad](#)
1/2 Lebanese cucumber, halved lengthways, deseeded, finely sliced
1 avocado, finely sliced
1/2 snalred avias, finely sliced
1/4 cup oil, finely chopped

The page also displays the Dragons team logo and a news section with several headlines.



PR/Spokesperson

- Driving Traffic to Recipe Competition



NRL's "Insider" e-newsletter (distributed to 150,000 subscribers).

NRL Club Websites – the recipe competition button also appears on all 16 of the NRL Club websites. The button is loaded onto club sites on a rotation of 3 promotions (approximately 33% visibility rate). It is estimated that the cost of these 'advertisements' is around \$20,000+ per month



PR/Spokesperson

- Driving Traffic to Recipe Competition



Media releases calling on fans to vote for their favourite recipe have been distributed to local newspapers. Coverage is appearing nationally and will continue to do so up until the finals in September.



PR/Spokesperson

- Driving Traffic to Recipe Competition

Big League magazine, the official magazine of the NRL - One Community's spokesperson,



Kicking Goals from the Inside Out!
with Nutritionist Zoe Bingley Pullin

Zoe "Active kids need fat to grow and develop their bodies. Making sure you are getting the right amount of the right fat is the key".

Why eat healthy snacks?
They give you energy to live, learn, and be active. When you're active, you need to eat healthy snacks for energy to live, learn and play. Your snacks should provide nutrients and energy to your body and come from a variety of foods in a well-balanced diet.

Choose a range of foods from the following groups:

- Protein:** Used to build and repair cells in the body, protein can be found in dairy products, meat, seafood, eggs, nuts, legumes, grains and cereals.
- Carbohydrates:** Fueling the brain and muscles, carbohydrate can come from breads, cereals, potatoes, rice, pasta, legumes (beans) and fruits.
- Fats:** Providing the body with reserves of energy, fat is important for healthy cells. It can be found in oils, butter, margarine, full cream dairy products, nuts, seeds and avocados.

The different types of fat

Why do you need 'Good Fat'?
Good fat will help your body to absorb vitamins and develop your brain cells and nervous system. It will make you feel full faster, so you won't need to eat as much. But knowing that there are 3 main types of fat is very important.

The Good Fat: (Includes Daily) Unsaturated fats can be found in plants and fish. It will help you grow. Avocados are a great source of good fats and taste good too. A great snack is an avocado and chicken sandwich.

The Bad Fat: (Eat in moderation) Saturated fats increase your cholesterol levels and have a negative effect on your heart. It can be found in butter, margarine, milk and cheese - Eat in moderation.

The Ugly Fat: Trans fats are the worst type of fat you can eat. It increases cholesterol levels in the blood and is bad for your heart. It is found in some processed snack foods including biscuits and chips - Eat rarely for special occasions only. These are what we call **SOMETIMES** foods.

www.rugbyleague.com.au



Spokesperson

- Other NRL Activity

Ben Ross (Cronulla Sharks) featured in a video with Zoe

Bingley-Pullin that is on the Avocado website and part of the new online banners created



Steve Jacobs from Channel 9 featured avocados on the weather cross and mentioned Australian avocados growers partnering with NRL to help combat childhood obesity



Other Activities

- Co-op Promotions
- Export Promotions



2009 - 2010

“Add an Avo” successfully in it’s fourth year

- Development of new creative imagery
- Update recipe booklet and develop new toastie recipe booklet
- Media- TV, Magazine and Online
- Website update
- Spokesperson
- PR
- Co-operative Promotion
- Export Promotions



Thank You

